

RJ REYNOLDS

TOBACCO COMPANY

June 19, 1997

J. Campbell
Promotional Coordinator

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SALES REPS W/DIRECT ACCOUNTS
ACCOUNT MANAGERS
KEY ACCOUNT MANAGERS

REVISED CORRESPONDENCE

THE SALEM .30¢ TEAR TAPE PROMOTIONAL FORMS WHICH WERE MAILED TO DIRECT ACCOUNTS ON JUNE 12TH CONTAINED INCORRECT UPC CODES: PACK UPC CODES WERE USED ON THE FORMS RATHER THAN CARTON UPC CODES.

ATTACHED ARE REVISED FORMS FOR EACH OF YOUR DIRECT ACCOUNTS. ORIGINAL LETTERS AND CUSTOMER LISTS ARE NOT BEING FORWARDED, ONLY THE NECESSARY UPDATED FORMS.

PLEASE CONTACT YOUR DIRECT ACCOUNTS THAT REQUIRE CASE CODE UPSCS AND PROVIDE THEM WITH THESE REPLACEMENT FORMS IF NECESSARY. (IF THEY DO NOT REQUIRE CASE UPC CODES, NO ACTION IS REQUIRED).

THANKS FOR YOUR ASSISTANCE WITH THIS, AND IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ME.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

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